



Having E-Commerce enabled on your website can equip you to be in the market but do not increase your ability to reach your consumer . To add visibility to your e-Shop, we present E-Commerce marketing services.

E-commerce marketing is to enticing web surfers to your site. On the web, “visiting” your store requires far less effort than physically visiting one. A single mouse click and there they are. We provide E Commerce marketing strategy custom tailored to your business needs and help you implement these marketing plans to increase focused traffic to your website and thus lead/revenue.

We propose the site marketing into three primary divisions:

### **Focused traffic (non-customers) to come to the site**

- Search Engine Registration (natural search results)
- Pay-per-Click
- Public Relations: News Releases, Articles and Stories
- Online Advertising (Banners, Links/Cross-links, Directories, Newsletter Placement)
- Conversion
- In-Site Promotions
- Sales/Special Offers
- In-Store Coupons

### **Associated Products**

- Customer Recommendations
- Opt-in Email Promotions
- Website Effectiveness
- Enticing Appropriate Visitor Behavior
- Establishing Emotional Context
- Building Relationships
- Increasing Per-customer Purchases
- After-sale Marketing
- After-sale Relationship Building

Getting focused traffic and conversion work parallel. One without the other dramatically reduces the opportunities for creating new customers. There has to be an optimum mix of the two for the success of marketing plan. We understand your domain and provide you a balanced go to



market trail for your E-Commerce website.

[Contact Us](#) to get your E-Commerce website optimized for better web presence and increased ROI.